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ABSTRACT

This booklet is a job interview preparation guide. Suggestions focus on knowing the prospective employer and knowing one's self. Thirty-one resources containing employer identification information for job seekers are described and noted. The step-by-step method of mounting a referral campaign with its advantages and disadvantages is described. This method includes an information interview used to gather information and advice from experienced and knowledgeable people. Types of information pertaining specifically to corporations are listed. A worksheet is presented as an aid for researching employers. This worksheet includes topics such as structure of the organization, growth and earnings, and career paths. A corporate literature example is given. A job outline worksheet to assist a job seeker in identifying his interests is presented. A worksheet identifying the job seeker's abilities is included to help prepare the job seeker for the employment interview. (ABL)

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ED271695 How to Interview: Making the First Impression Count



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tape **1**

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Preparing for the Interview

Funded by Phillips Petroleum Company

Resource Materials and Worksheets

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Employer and Agency Information

Sources*

Because today's employer market is so varied, so complex, so heterogeneous, and so transitional, the job seeker must be tenacious in seeking information from a wide range of resources. The CPC Annual is an excellent resource for researching and identifying those employers who traditionally seek entry-level college applicants. Volume 1 incorporates articles and advice by experienced professionals on self-analysis, resume writing, interviewing preparation, and employer research. Volume 2 contains information on employers seeking administrative, business, and liberal arts graduates. Volume 3 has information on employers seeking science, engineering, and computer science graduates.

Other well-known occupational directories include Career Research System's Career Opportunity Index; Peterson's Engineering, Science, and Computer Jobs; Peterson's Business and Management Jobs; Moody's Manuals; Standard & Poor's Industry Surveys; Standard & Poor's Register; Dun's Million Dollar Directory; Dun's Business Rankings Directory; and CIRR--Wall Street Corporate and Industry Reports Directory.

For job seekers in search of smaller businesses, Predicasts F & S Indexes contain many references to smaller employers. Articles on all Standard Industrial Classification (SIC) industries are included.

*Source: CPC Annual, Volume 1, published by the College Placement Council, 62 Highland Avenue, Bethlehem, Pennsylvania 18017. Used by permission.

Each year, Inc. magazine publishes its Inc. 500, a unique listing of the 500 top-growth small companies. Component industries include manufacturing, wholesale, retail, service, and construction. Companies are ranked according to percentage of sales. The Inc 500 are independent, privately held corporations, proprietorships, or partnerships. Annual sales must be at least \$100,000, but not in excess of \$25 million.

An outstanding source for researching employers is The Value Line Investment Survey. The third part of this series, Ratings and Reports, provides detailed information on over 1,500 common stocks in 80 industries. The publication has 13 sections, each arranged by industry. Data on companies include a summary of activities and predictions of future performance. This is a "must" resource. The Value Line New Issues Service provides information concerning privately held companies that are planning on going public.

Fortune magazine's annual directories are another excellent source. Fortune 500 targets the top 500 U.S. industrial employers. Data on assets, net income, stockholders' equity, number of employees, etc., are included. Fortune Service 500 identifies the top 500 employers in the service industry, the fastest growing sector of the U.S. economy. It analyzes banks, airlines, life insurance companies, retailers, utilities, and transportation employers. Fortune 500 Leading Exporters examines the top 50 U.S. merchandise exporters. Data regarding the types of products shipped overseas are also provided.

An excellent resource guide for information on American business activities

abroad is the World Trade Academy Press publication, The Directory of American Firms Operating in Foreign Countries, a three volume publication.

Periodical indexes are a very useful and productive source for learning about employers and occupations because they are more thorough and more current than books, directories, and manuals. They are also easier to research and read. Your reference librarians will probably call your attention to some of the more popular indexes such as The Wall Street Journal, The New York Times, The Christian Science Monitor, Conference Board Publications, and Business Periodicals Indexes. Most of these indexes are available through computer search.

Professional and technical journals are excellent sources for identifying current trends in jobs and emerging career fields. Make a point of reviewing these magazines as you construct your job-search plan.

Also, the Chamber of Commerce produces many excellent regional and local publications which will be helpful in researching employers in specific sections of the country.

The Reading Shelf:

A Guide to Resources

Specific Sources for Researching and Identifying Employers

U.S. Employment Opportunities-Career News Services, Research Associates, P. O. Box 32096, Washington, DC 20007. Thorough career and job research material covering approximately 18 specific occupational areas and providing the job seeker with a broad overview of the field, types of jobs, education/training requirements, where the opportunities are best, interview contacts, resources for further research.

The Dictionary of Occupational Titles, U.S. Department of Labor-Employment and Training Administration, Washington, DC. The DOT contains job titles and descriptions of more than 20,000 professional, technical, and management occupations. Easy to read and understand; the meaning of "task" elements in jobs is explained.

The Occupational Outlook Handbook, U.S. Department of Labor-Bureau of Labor Statistics, Washington, DC. Occupations are grouped according to the Standard Occupational Manual (1980). In clear language, the Handbook describes what workers do in each job, the training and education they need, earnings, working conditions, and expected job prospects for selected occupations. Covers approximately 200 occupations, indexed and referenced to the most recent edition of the DOT.

Careers and the MBA, Bob Adams Inc., Boston, MA. Of special interest to MBA's. Focus is geared to both prospective MBA employers and industry report research.

Approximately 23 industries are analyzed with emphasis on career and job issues. Approximately 100 profiles of firms particularly interested in employing MBA's.

Standard and Poor's Industry Survey.

Provides background information on over 60 major industries, detailed corporate statistics, latest developments, trends, earnings prospects, and other data on the leading firms in an industry. Updated several times during the year.

U.S. Industrial Outlook, U.S. Department of Commerce, Washington, DC. Prospects for over 350 manufacturing and service industries. Industry reviews and forecasts. Annual.

Everybody's Business: An Almanac. An Irreverent Guide to Corporate America.

Harper & Row, 1980. Although somewhat dated, the authors have attempted to uncover the reclusiveness that tends to characterize business operations in the U.S.

Specific Sources for Researching and Identifying Employers

CPC Annual. The College Placement Council, 62 Highland Avenue, Bethlehem, PA 18017. Three-volume publication available on most college campuses through the career planning and placement offices. Volume 2 contains comprehensive information from employers interested in graduates seeking administrative, business, other non-technical career options. Volume 3 is devoted to those employers interested in students seeking engineering, sciences, computer science, other technical career options. Occupational and geographical indexes.

Engineering, Science and Computer Jobs, Peterson's Guides, Princeton, NJ. Employer

profiles, job-search guidance, a broad overview of career and job opportunities. Indexed by academic disciplines and degree specialties. Includes job-search strategies and resume and job-interviewing tips. Annual.

Business and Management Jobs, Peterson's Guides. Similar format with concentration on employers and jobs open to business, humanities, and social science majors. Annual.

Million Dollar Directory, Dun's Marketing Services, Parsippany, NJ. Vital data on more than 160,000 U.S. businesses, including privately owned companies, each with a net worth in excess of \$500,000. Lists companies ranging from the "middle market" to the "top" 50,000 firms. Alphabetical, geographical, and industry classification indexes. Annual.

Dun's Business Rankings, Dun's Marketing Services. Lists standard data and ranks public and private companies according to sales volumes, employer size within state and industry classifications. Annual.

Standard and Poor's Register of Corporations. Alphabetical listing of corporations in U.S. and Canada providing name, address, phone numbers, offices, products and services, SIC codes, sales, number of employees. Annual.

Moody's Manuals, Dun & Bradstreet Publication. Comprises a systematic set of data for quick, easy, and thorough analysis of over 20,000 U.S. and foreign corporations and over 15,000 municipal and government entities. Included: Bank and Finance, Industrial, Public Utility, OTC Industrial, Transportation.

Directory of Corporate Affiliations--"Who Owns Whom," National Register Publishing

Company, Macmillan Inc., Wilmette, IL 60091. Provides standard information plus data on subsidiaries, divisions, and affiliates as well as parent companies. Annual.

CIRR--Wall Street Corporate & Industry Reports Dictionary. JA micropublishing, inc. Eastchester, NY. Current directory contains over 20,000 research reports available on microfiche to all professors, students, librarians, and others interested in obtaining current corporate and industry information. Data are provided by leading analysts and economists from 60 major investment firms. Includes company reports, industry reports, periodical and special reports. Annual.

Standard and Poor's Stock Reports Index. Updated several times a year, this particular index analyzes companies on the various exchanges: New York, American, and Over the Counter. Reports include an organizational and business summary, important developments, net sales.

Specialized Resources

Encyclopedia of Associations, Gale Research Company. Alphabetical, key word, and geographical indexes provide information on all types of national associations. Brief descriptions of activities, membership data, chief operating officials. Annual.

National Trade & Professional Associations of the U.S., Columbia Books, Inc. Lists trade and professional associations and labor unions. Indexed by organization, title, subject, or location.

Standard Directory of Advertising Agencies, National Register Publishing. Provides information for each advertising agency. Includes a list of the largest advertising agencies and of specialized agencies.

Alphabetical and geographic indexes.
Approximate annual billing and accounts are given.

Paterson's American Education, Educational Directories, Inc., Mount Prospect, IL 60056. Information about state departments of education, public school systems and their superintendents, public high and junior high schools, public and private colleges, universities, professional, vocational, and preparatory schools. Arranged and classified alphabetically for easy reference.

Career Articles, Job-Search Information

The Black Collegian Magazine. Published four times a year by Black Collegiate Services, Inc., New Orleans, LA 70125. Includes timely feature articles pertaining to career planning and job-search activities.

Business Week's Guide to Careers. Published six times a year by McGraw-Hill Publications Company, New York, NY. Articles focus on job-search planning and techniques, career planning and placement tidbits.

CPC Annual-Volume 1. The College Placement Council. Career planning and job-search articles of interest to students and graduating students.

The ASCUS Annual: A Job Search Handbook for Educators. Published by the Association for School, College and University Staffing, Box 4441, Madison, WI 53711. Designed to give educational job seekers up-to-date information about how to market themselves for employment in the preschool through grade 12 sector.

Fortune Magazine annual directories are another excellent source of identifying

employers. Fortune 500 targets the top 500 U.S. industrial employers. Fortune Service 500 identifies the top 500 employers in the services industry, the fastest growing sector of the U.S. economy.

10K Reports. Far more detailed and revealing than annual reports, these reports are issued by those companies required to file annual reports with the Securities and Exchange Commission.

Bob Adams, Inc., Boston, MA. One of the most thorough publishers of employer almanacs. Their current Job Bank shelf includes: Northwest (Oregon and Washington), Northern California, Metropolitan Washington, Metropolitan New York, Boston, Chicago, Texas, Ohio, and Pennsylvania. Career Paths - contains excellent information clearly written about jobs and careers, includes industry reports, salaries and fringe benefits, tomorrow's jobs, etc.

Crain's Chicago Business - Top Business Lists - Volume 8, Number 52. This new annual publication contains reprints of the key business lists published the previous year. Some of the listings include: Leading Private Firms in Chicago, Chicago's 150 Largest Public Firms, Chicago's Largest PR firms, Chicago's 25 Largest Advertising Agencies, 25 Largest Architecture Firms, Chicago's 25 Largest Law Firms, Chicago's 25 Largest Banks, Chicago's 25 Largest S&L's.

Annual Reports. An excellent source of corporate information relative to past performance, future goals. Some excellent insight into the corporate public relations thrust. Usually contains a message from the CEO.

Referral Campaign

Description	Uses	Advantages	Disadvantages
The process of making contacts with individuals in your targeted field through Personal Referral Information Interviewing--Networking.	To increase contacts. To obtain information on job duties, field trends, and openings. To make a favorable impression on those whom you meet. To gather information on those positions which are not published.	Majority of positions filled through personal referral and contacts, so highly effective method. Provides information on inside operations and informal organizational structures. Puts you in interviewer role, so less apt to be nervous.	Time consuming. Requires substantial effort to make contacts, set up interviews, and follow up.
Develop a contact base where your talents and personality can be positively evaluated	To ask for advice and counsel, not a job.	Gives you a chance to evaluate fields and positions in relation to interests and needs.	Difficult for shy persons.
The contact base is composed of people who a) can hire you, b) know those who can hire you, c) will help you find (a) and (b) listed above (i.e., friends, relatives).	To obtain leads for additional contacts related to your job target.	No fees. Provides contact sources for after you are employed (professional development).	

Guidelines for Referral Campaign

1. Develop a general list of people, professional groups, and existing networks you might access. Include:
 - Friends
 - Relatives
 - Influential leaders
 - Colleagues/Peers
 - Faculty
 - Present, past, and potential employers
 - People in informational roles (librarians, counselors, newspaper editors, etc.).
2. Get others to brainstorm with you.
3. Divide list into groups of people who could give helpful suggestions, identify leads to potential positions, serve as references and assist you.
4. Determine easy place to start. Many begin with friends, relatives, parents of friends, etc.
5. Develop a plan which includes gathering information through:
 - a) general contacts and casual conversations
 - b) attendance at organized networks, i.e., professional organizations, civic groups, religious groups
 - c) informational interviewing in your targeted area.

6. Know the basics of informational interviewing.

a) Initial appointments established through introductory letter, phone call, or referral from another person.

b) Lead-ins or purpose for contact can be varied.

1. Doing career research
2. Doing a class project
3. Would like advice on resume
4. Discuss avocational interest
5. Present product
6. Desire information on field, industry, or geographical area.

c) Be specific about time being requested. Usually 20-35 minutes.

d) Prepare for the interview. Read company and agency literature. Know what information you plan to request. Questions may include:

1. Duties of person
2. Functions of organization
3. Trends in the field
4. Procedures, products, programs used or being developed
5. Names of further people to contact
6. Sources for additional information
7. Suggestions for entry and/or development into a particular position or field

- e) Make a positive impression
 - 1. Arrive on time for interview
 - 2. Dress well
 - 3. Introduce self to receptionist
 - 4. Consider having a business card
 - 5. Have resume and references available in case you are asked for them.
- f) Send a thank-you letter.
- g) Maintain contact by providing feedback to those with whom you have interviewed.
- h) Remember you do not ask for a job, but rather for information and advice from experienced and knowledgeable people.
- i) You may indicate that you are looking for a job and would like to be considered. Your present purpose, however, is not to interview for a job, but to gain information.
- 7. Keep your contacts informed of your progress.
- 8. Follow up on all job leads which seem of interest by:
 - a) Using traditional methods such as a letter or resume
 - b) Conducting an informational interview
 - c) Positioning yourself in situations where you meet the

individuals with position openings and make a favorable impression.

9. When attending a professional or civic groups or established networks:
 - a) Introduce yourself to as many individuals as possible.
 - b) Join appropriate groups by paying membership fees
 - c) Serve on committees to gain exposure and to display your abilities
 - d) Tell others of your interests and plans
 - e) Distribute your business cards

Types of Corporate Information

1. Organizational Structure (job titles, career ladder)
2. Division or Departments
3. Product and Services
4. Size
5. History, Philosophy, and Objectives
6. Growth and Earnings
7. Potential Expansion (new products, services, research planned)
8. Personnel Policies and Benefits
9. Locations
10. Career Paths and Training Programs

Corporate Literature Worksheet

Researching employers is a skill that you need to develop to prepare for interviews. You must decide how much information to collect and what needs to be remembered for the interview.

Below is a list of information which is usually contained in corporate literature. First, read the items listed, then read the "corporate literature" following this worksheet and locate as many items of information as possible. Adjacent to each item, write what you have learned about the company (use other side if more space is needed).

1. structure of the organization

2. division or departments that interest you

3. products and services

-
-
4. size of company including number of stores, plants, divisions, and employees
-
-
-
-
-
-

5. history (how long established)
-
-
-
-
-
-

6. philosophy and objectives
-
-
-
-
-
-

7. growth and earnings
-
-
-
-
-
-

8. new products, research, or services planned
-
-

9. personnel policies and benefits _____

10. geographic locations of home office
and divisions _____

11. career paths and training programs _____

Corporate Literature Example

How would you like to work for one of the largest retail organizations in the world? Company "B" could be just the right company for you! We are seeking creative individuals willing to take on major responsibilities--self-starters who want to be successful. Check us out!

Company "B" is located in 15 major cities on the East Coast. Our Washington Store, where our corporate offices are located, is a prime example of our success story. It began as a small variety store in 1911, but grew in leaps and bounds during the 1940's. During the years of 1952-1961, 11 new stores were added because of the trademark of high quality that our original store established. Presently, Company "B" ranks among the top 10 retail companies in the United States. Our buyers travel to cities such as New York and Paris to locate the best products for our customers. While our stores carry what might be expected in a major retail company, Company "B" became a trend setter in the field by adding computer departments, store areas designed to promote a particular label, and gourmet shops. Company "B" has always looked for opportunities to enter potentially profitable areas.

How does your career begin with Company "B"? You will start as one of a select number of Retail Trainees. Our training program, covering 8 weeks, focuses on both theory as well as hands-on experience. You'll learn about retailing concepts such as inventory, floor displays, and credit options. Management techniques will be covered to develop your abilities to lead a

retail team. Your immediate supervisor, the Divisional Manager, will serve as a mentor to you throughout the training and after the training ends.

After proving yourself in the training program, your next career step is as a Department Manager. You will be completely responsible for a department of merchandise valued as high as \$10 million and a staff of 25 salespersons. You will work with a Buyer to make decisions about the products to be sold in your department. Your responsibilities include evaluating the floor plan for the department, scheduling workers, working with the Advertisement Department to coordinate upcoming sales and serving as a trouble shooter for department activities.

Your next career step can either be as Buyer or a Divisional Manager. Each of these careers requires different yet complementary skills to be successful.

The buyer position attracts an individual who can make critical decisions about product lines using their understanding of the consumer's interests, the quality of the products, and potential methods of promoting these products. You must always maintain the standards of Company "B" when making these decisions.

You will meet constantly with a variety of vendors and must make what can be risky decisions. While these decisions can be risky, your rewards can be enormous!

While you may wish to remain as a Buyer as a career, it is possible to move to a Merchandise Manager or a Merchandise Vice President. Your advancement to these positions will be based on performance, not length of service. As a Divisional Manager, your leadership skills will be put

to the test! Several Department Managers will report to you and you must provide the needed direction and guidance. This position will require an excellent grasp of financial and manpower planning. Organizational, communication, and decision-making skills are essential to be a successful Divisional Manager.

Divisional Managers can advance to positions such as Store Manager or Store Management Vice President. These positions involve greater management responsibilities and challenges. Besides a competitive salary, Company "B" offers many outstanding benefits. The comprehensive program includes major medical insurance, a stock options plan, an excellent pension plan, and 3 weeks vacation. Your advancement in salary is based on performance evaluations.

Ideal Job Outline

Read each of the questions or statements below and write a brief answer to each. Write on the back of the paper if additional space is needed.

1. What type of position are you seeking? Describe it.

2. In what type of company, industry, agency, or institution do you wish to work? Please describe.

3. Approximately how large an organization are you seeking (number of employees, offices, branches, etc.)?

4. In what geographical location do you wish to work? Are you willing to relocate?

5. For the most part, do you want to work:
- a) alone
 - b) as a part of a team
 - c) indoors
 - d) outdoors
6. In what department of the company or agency do you wish to work?
7. What are the primary duties of the job you are seeking? Describe in detail.
8. What are some of the other tasks or functions you might want to perform? Describe.
9. What knowledge or skills will you utilize on the job?

10. Will you need or seek additional training for this job?
11. Ideally, will the person to whom you report provide close supervision, or will you work independently?
12. Ideally, will you have the responsibility for making your own decisions most of the time, or will you present your ideas to someone else?
13. Describe any additional important aspect of your ideal job.

Competencies Worksheet

These competency statements should formulate the basis of what you can articulate to the interviewer.

What You Know. List the courses and experiences most relevant to your career objective (include paid and unpaid jobs, extracurricular experiences, community service, travel, hobbies, independent reading, workshops, etc.).

What You Can Do. List what you can do as a result of the courses or experiences.

List Five of Your Positive Characteristics and Give Supporting Examples

1.

2. _____

3. _____

4. _____

5. _____

List the Things You Like To Do and Do Well

List Your Accomplishments

